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No. 1

## Our Wonderful Value-Giving Spring Sale

will begin Saturday, April 21, 1917

and will be the biggest event of the kind ever achieved by a Bollinger county merchant. Think of us offering you bargains in all lines of merchandise when prices are soaring. President Wilson has appealed to the patriotism of the merchants of the country by asking them to sell goods as close as possible and in that way do our part in the war. Now, we do not intend to be the last to give our services to our country and if we can help the cause along by cutting out our profits, we are glad to do so. If you care to take advantage of our exceptional low prices you should not delay coming in for prices are constantly changing. This is your opportunity, not ours, but it is freely offered you. Don't wait until prices advance and then come in. Call at once and lay in your supplies.

Good Coal Oil, per gallon for a short time only

9c

### Clothing Department

#### A \$4,000.00 Stock Just Received

These goods were bought before we began shearing our sheep twice a year. A better selection and more up-to-date line of Clothing can not be found anywhere. Come in and get yours before the stock is picked over.

**PANTS! PANTS!** After a close examination of our line of Pants we find that we have more than 200 different colors from which to select. Any size at 20 per cent off of our regular prices.

Our big stock of Men's Combination Work Suits, Lion Brand Overalls and Jackets at a BARGAIN.

Men's extra heavy WORK SHIRTS will go during this Sale for LESS than we can buy them on the market today. The sizes range from 14 to 18. Take a look at them.

All of our popular priced, laundried DRESS SHIRTS will go at 15 per cent off the regular price.

**PALM BEACH SOFT SHIRTS**—four big selling styles—all going at a reduction during this Sale.

### Dry Goods Department

#### Seeing is Believing. Come in!

We expected prices to march steadily upward this spring on all Dry Goods and Dress Goods so bought heavily early in the season. This proved to be the case and we are very proud to be able to offer our customers over 400 different dress patterns from which to select—Silks to Ginghams. We bought these goods right and we are selling them the same way.

Children's ready-to-wear DRESSES, APRONS and SUITS for boys and girls cheaper than you can buy the goods and make it up into wearing apparel.

Ladies' Spring Coats, latest colors; also, Skirts and Waists in fancy whites and crepe de chene—all sizes—at popular prices.

We have a wonderful assortment of Embroidery, Lace, Fancy Dress Trimmings and Buttons. No better selection anywhere.

**CORSETS**—any style or size. Hosiery for everybody at from 10c to 75c per pair.

### Our Shoe Department

is composed of the BIGGEST STOCK IN THE COUNTY—all bought before the advance in price. Just think of it! These days when goods are hard to get, shipments doubtful and prices soaring high we are in position to sell you Shoes for less money than the market prices. These are all leading brands, too, such as Brown's, Bencon and Endicott-Johnson. We have some odds and ends that we will close out very CHEAP.

Call and see us. We can convince you on prices.

#### 30 Per Cent Off On Men's Hats

Anticipating the advance in Hat material, we bought early and heavily last fall—an enormous stock—over 41 dozen, any color—style or price. Don't you think we can please you? Give us a trial. 30 Per cent off regular price.

#### Table Linens and Bed Spreads

Window Curtains Shades and a beautiful line of Scrims, Towels and Toweling. Best quality Oil Cloth, per yard 18c.

## Coffee, the best the market affords for the money, per pound only 14c

### Remarkable Millinery Event

Ours is the largest line of Ladies' Millinery in the county and many lovely Hats are going AT and BELOW COST. They are all the work of experienced trimmers and are the smartest styles—the latest in the the season's dictates—at a great saving to you. We will be pleased to have you call and inspect this line of beautifully trimmed Hats whether you buy or not. Come in!

The stock on our Ribbon counter is admired and enjoyed by all who visit our store. You will be pleased at the low prices.

Ladies' Parasols, good quality in fancy figures and stripes.

Underwear for everybody at a discount of 15 per cent.

### Hoosier Grain Drills

We bought a CAR LOAD early. Prices talk today. If in need of a Drill call and we will make you prices that will interest you. You can't beat our figures.

### Hardware and Furniture

We have a good line of hardware which we are selling 15 per cent cheaper than you pay elsewhere.

6 1/2 Foot Adkins, tittle tooth Cross Cut Saw, only \$2.50

6 Foot, Adkins, tittle tooth Cross Cut Saw, each 2.25

6 Foot narrow blade saws for only 1.75

Trace Chains, 7 foot, per pair only 65c

A big lot of Screen Doors, Window Screens, Hames, Singletrees,

Clevises, Hinges, Whips, Screen Wire, Tubs, Washboards, Nails,

Axes, Rubber Roofing, Axle Grease from a 5c box to a 2 gallon bucket. Also, a large stock of Paints and Floor Varnishes that

must go regardless of COST. We handle the great Majestic Range

—the range with a reputation. Any size Perfection Oil Stoves,

ovens and wicks.

We have a fine line of Bed Springs, Mattresses, Dining Chairs,

Rocking Chairs, Sofas, Wardrobes, Godarts and Sewing Machines.

See us for Automobile Tires.

Tinware, Graniteware and Stoneware—we have a line that in-

vites your attention while high prices are raging.

### Our Grocery Department

Our stock of groceries is complete and fresh and prices as close as the market will permit. Prices on groceries are more variable than other lines, but we quote prices as far as possible.

Barrel Salt, per barrel only \$1.85

Lenox Soap, seven 5c bars for only 25c

Twist Tobacco, 7 twists for 25c

We have a big lot of fresh Sunshine Cakes—try them.

Good Coal Oil, per gallon 9c

Good Coffee, per pound 14c

Excellent Coffee, regular 25c value, per pound 20c

Myer Brothers Coffee, 5 pound pail, \$1 value for 88c

Westerman Coffee, 1 pound package, 25c value for 20c

Stock Food, Salvet and Poultry Powder keep your stock and

poultry in good condition.

### Swift's Fertilizer

We have just received a car load of this Fertilizer. This is the kind that has been tried and is the best to be had anywhere. Let us supply you.

Barrel Salt, while it lasts per barrel only

\$1.85

We have been in business here so long that it seems that it should be unnecessary to go into details as to our large stock of goods, for almost all readers of this ad have probably visited our store many times in the past, but we are anxious to show our friends and customers that we appreciate their patronage and are willing to do our part in this time of high prices by giving them every advantage possible in the way of saving them money.

## Bring us your wool this season

and we will give you the best price the market affords. Tie each fleece separately, remove all burs and damaged locks. This will insure you better prices for it. Bring us all your Poultry, Eggs, Butter, Hides, Feathers, in fact anything that is saleable on the market and we will give you top prices for it.

Yours for business,

# Taylor Mercantile Company

# Marble Hill, Mo.